Can you recognize quality food?

Throughout the world, Italian food enjoys a reputation for being of high quality thanks to its centuries-old traditions and dedication to excellence.

This patrimony is certified by the European Union through the PDO (Protected Designation of Origin) and through the PGI (Protected Geographical Indication) symbols. In particular, the use of these symbols concerns products of the food sector, such as cheeses, salami, fruits, vegetables, olive oils, vinegars, spices and others. These are expressions of the regional cultures, where the intrinsic properties of the product cannot be repeated or imitated elsewhere. One of the ways to distinguish the authenticity of a typical Italian product is to always check whether the label displays the PDO and PGI symbols; they will help you recognize an original product from imitations!

What are PDO and PGI symbols?

These symbols refer to products of excellence that express a close tie to the territory of origin. Indeed, the products are manufactured according to rigorous workmanship criteria to guarantee the product’s quality, the consumer’s safety, and respect for the environment. They are named after the geographical places of origin of the product itself. Pursuant to the EU laws, only consortia producers of PDO and/or PGI goods are allowed to use the geographical places of origin to name their products. Hence, only a product that carries the exact protected Italian denomination and whose origin is exclusively Italian is deemed authentic.

Furthermore, strict controls and conformity with production regulations distinguish products labeled PDO or PGI from others in terms of superior quality and enhanced food safety.

Italy is the leading European country for the number of PDO and PGI products: there are more than 200.

PDO and PGI symbols are defined by the EU laws as follows:

- **PDO**: covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognized know-how.
- **PGI**: covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area.

How to distinguish an Italian product carrying the PDO or PGI designation from imitations?

It is really easy! To certify the authenticity of a typical Italian product, verify whether the label and the packaging display the symbols, red for PDO and blue for PGI.

**Note:** the labels on the products might show the designation DOP and IGP, Italian for PDO and PGI.

Choose the Original, Get the Quality!